

BUDGET SUPPLEMENT FORM - Fiscal Year 2004/2005

Service Number: CDD 34 - Expected/Traditional - Scalable

Service Description: Develop strategies to promote Sunnyvale as great to do business and link businesses to the community

PROGRAM	244 Economic Prosperity		
SERVICE DELIVERY PLAN	24403 Business Partnerships		
TOTAL CHANGE IN FUNDING	10% reduction	\$ (15,518)	
	FISCAL IMPACT	TOTAL CURRENT COSTS	TOTAL PROPOSED COSTS
		\$ 155,177	\$ 139,659

DESCRIBE THE EFFECTS OF THE CITY COUNCIL'S PRELIMINARY POLICY DIRECTION REGARDING THIS SERVICE OR CHANGE TO SERVICE LEVEL.

Reduction in this service area would result in fewer new initiatives to enhance service delivery to businesses, such as creating business advocacy teams, establishing online services, and developing new strategies.

DESCRIBE THE EFFECTS ON THE OUTCOME STATEMENT AND OUTCOME MEASURES AT EITHER THE PROGRAM AND/OR SERVICE DELIVERY PLAN LEVEL

PROGRAM

CURRENT OUTCOME STATEMENT

PROPOSED OUTCOME STATEMENT

	No Changes
--	------------

OUTCOME OR PERFORMANCE MEASURES

MEASURE	CURRENT	PROPOSED
Percentage of businesses requesting information City wide rank the support as good.	70%	63%

BUDGET SUPPLEMENT FORM - Fiscal Year 2004/2005

Service Number: CDD 34 - Expected/Traditional - Scalable

Service Description: Develop strategies to promote Sunnyvale as great to do business and link businesses to the community

SERVICE DELIVERY PLAN (SDP)

CURRENT OUTCOME STATEMENT

PROPOSED OUTCOME STATEMENT

	No Changes
--	------------

OUTCOME OR PERFORMANCE MEASURES

MEASURE	CURRENT	PROPOSED
Percentage of businesses surveyed perceive the city as a good place to do business	75%	68%
Percentage of businesses indicating they are aware of City services.	57%	51%

ACTIVITIES/PRODUCTS

DESCRIPTION	ACTIVITY #	PRODUCT TYPE	PRODUCT
Project development	244360	New ED initiative	Change from 8 to 5